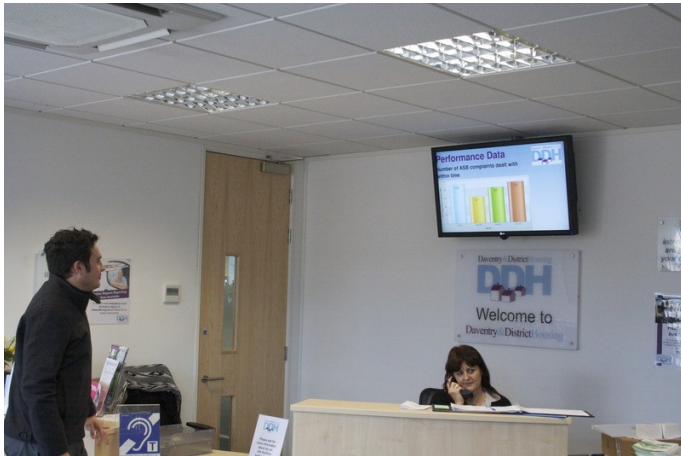


DAVENTRY & DISTRICT HOUSING CASE STUDY

Daventry & District Housing (member of the Futures Housing Group) was looking for a dynamic solution to enhance its internal and external communications strategy by making better use of information available at its offices at Drayton Fields Industrial Estate. The brief was to generate increased visibility for key housing messages to visiting tenants, to reinforce corporate messages and to communicate performance effectively to staff and visiting tenants.

Information needed to be shared within the reception area, customer services, neighbourhood, asset management, service teams and in the staff break-out areas.



Daventry & District Housing began to search for a suitable option. To achieve the criteria, the chosen system had to be easy-to-use, have the ability to display live data from external sources and easily display statistical information in an easy to read format. From a number of Digital Signage companies, Navaho's MediaCAT solution was selected as it met all these requirements, while having the added advantage that it could be installed with minimal impact to the existing infrastructure and work with their client environment.

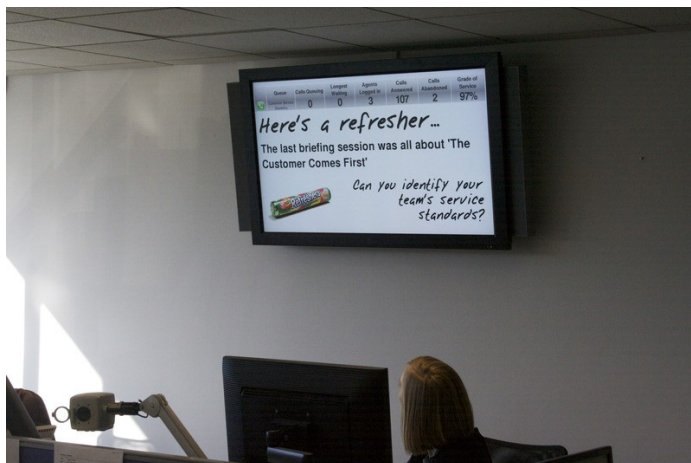
In the reception area, welcome messages are now displayed along with opening hours, crucial services available, tenant information and any planned forthcoming events. At a click of a button, these messages can be updated instantly, providing an informative and worthwhile display that can be appreciated by any visitor.

The solution has proved an invaluable communication tool for the Customer service area. Previously, the number of calls, tenancy figures and complaints were logged by customer services. These figures would be collated by a couple of individuals and relayed in monthly review performance meetings. Hence, the results would prove reactive and meetings would waste time discussing how to improve poor performance levels. Navaho's MediaCAT allows organisations to take live statistical data and display this information in various methods including bar-graphs or pie-charts. Now, all call statistics are displayed on the screen along with the business performance data, which is updated every ten seconds. The information is now visible in real-time to everyone on the floor and this has affected staff performance levels helping them to meet and retain targets. Monthly performance review meetings are now spent more efficiently and time has been freed up to discuss other important agendas. In short, now everyone knows how they are doing on a day-to-day basis, the business can now be pro-active rather than reactive.

DAVENTRY & DISTRICT HOUSING CASE STUDY

The staff break-out area screens are designed to enforce motivational messages to staff. The Company's missions and values, performance information and details of current and future projects from all areas are displayed. As a result, every member of staff has a broader knowledge of each team which has in turn improved staff awareness and generally benefited staff morale. Special instruction messages for staff are also displayed along with notifications of important visitors on the premises and even staff birthdays! The solution has made a great impact on communications throughout the Company and has been welcomed with very positive feedback by directors and employees alike.

In other teams, generic messages are displayed across the screen network along with specific information relevant to that particular department. Staff absences are also logged on a daily basis. This has had a great impact and had a positive effect on reducing absentee numbers.



“Navaho's MediaCAT has enhanced our communications with real-time information available to team members and visitors to the office. This has helped us to reinforce key messages leading to greater awareness and understanding of the company's vision and values. At the same time we have been able to use the screens to communicate performance and, in turn, drive a culture of continuous improvement.. Previously, teams would react to results at monthly meetings. Now we are able to alter our course of actions throughout the day. The more information we have to hand at a touch of a button, the more easily we can adapt and respond. We are also able to raise awareness among our customers by displaying

relevant messages to the wider community. Navaho's MediaCAT provides clear, accurate information to our screens and has now become another effective source of information to our team members and customers.”

Lindsey Williams, Group Chief Executive of Futures Housing Group, of which Daventry & District Housing is a part

Daventry & District Housing was launched in November 2007 after tenants of Daventry District Council voted to transfer their homes to a new, not-for-profit housing association. Daventry & District Housing and Amber Valley Housing Ltd form Futures Housing Group. Together the group owns and manages more than 8,000 homes across the East Midlands. The group supports members as they deliver tailored services to meet the needs of local neighbourhoods.